LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 2439-A4 - (THE MERIT LAUGH OFF) - Req. No. M14800 - B/W - (3 columns x 10 1/2 inches)
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So, you think you're funny.

Well, prove it. At the Merit Laugh Off, hosted by the Milwaukee Comedy Club.

Just submit a non-returnable audio or video tape (five-minute maximum) of your funniest material. Or call the Merit Laugh Off Hotline at 1-212-517-0364 and perform your act over the phone.

If you're selected as a semi-finalist, you'll appear live at the Milwaukee Comedy Club on November 2 or 9, 1989. The audience will select a number of finalists who'll return on November 16, 1989 to compete for the grand prize of an all-expense paid comedy weekend for two in New York City or $5,000.

The Merit Laugh Off is limited to amateur performers. One entry per person. All entries must be received by October 27, 1989. All contestants must be 21 years of age or older. For a complete set of rules, write to the address below.

Enter today by calling the Merit Laugh Off Hotline at 1-212-517-0364. Or send your audio or video tape to The Merit Laugh Off, c/o Laughtrack Magazine, 591 Broadway, New York, New York 10012.

The Merit Laugh Off

Semi-Finals November 2 & 9, 1989.
Finals November 16, 1989.
Presented by Merit Cigarettes.

Kings: 8 mg "tar," 0.6 mg nicotine—100's: 10 mg "tar," 0.8 mg nicotine—Ultra Lights Kings Regular: 5 mg "tar," 0.5 mg nicotine—Menthol: 5 mg "tar," 0.4 mg nicotine—Ultra Lights 100's Regular: 6 mg "tar," 0.5 mg nicotine—Menthol: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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